

RETAIL PROMOTION FACT SHEET

Promotion Description: **ON-CARTON COUPON WITH BOUNCEBACK**

Field Dates: **1/4 - 1/29/93**

OBJECTIVE/RATIONALE:

To generate volume in carton outlets with promotions that appeal to price value smokers interest in product offers versus non-cigarette or incentive offers. Results from previous promotions of this type indicate strong consumer involvement.

GEOGRAPHIC SCOPE: ☒ National ☐ Targeted

(Specify or attach list of markets)

☐ Self Service

☐ Non Self Service

☐ Acct. Specific

(Specify Account)

☒ Carton

☐ Pack

Suggested CPW

(If outlet specific indicate below, leave blank for S/R discretion)

Suggested CPW

☐ Conv.

☐ Grocery

☒ Supermarkets

☐ Indian (Tax Exempt)

☐ Afro American

☐ Conv. Gas

☐ Liquor

☐ Drug Stores

☐ Mega (800 CPW+)

☐ Hispanic

☐ Gas

☐ Hotel/Cigar

☒ Mass March.

☐ Other

☐ Asian

MILITARY PARTICIPATION: ☒ No ☐ Yes Military Display Quantity:

PRECON ASSEMBLY: ☐ Yes ☒ No

OFFER/PRODUCT REQUIREMENTS:

☐ Packaged Incentive:

☐ Product Offer

Total Deals: **1.5 million**

Case
Size:

PARTICIPATING BRAND STYLES:

☒ Family (S/R Discretion) ☐ Packing Specific (see below)
(If Packing specific identify % mix below)

Product

85s:

Case Cube

100s:

Dimensions:

85s:

100s:

Product Discount

Weight: 85s:

\$ On Ctn Coupon

100s:

PROMO
PRODUCT
PACKING CODES
(FFKGS, LTS KGS, ETC)

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES: (Details)

Handling Allowance: ☐ Yes ☒ No

Hand Stamping: ☐ Yes ☒ No

Tax Money: ☐ Off Invoice ☐ Richmond Issued **N/A**

MEDIA SUPPORT: ☐ Yes ☒ No

Media Advertisement Only ☐

Media Advertisement and Offer ☐ *

* Offer

Vehicle

Circ.

Value

UPC #

☐ Coupon

☐ Product Offer

☐ Incentive

☐ Sweepstakes

☐ Other

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ORDERING INFORMATION:

PMExpress Kit: 30 CTN ~~SHIPPER~~ ^{Display} 60 CTN ~~SHIPPER~~ ^{Display} 200 CTN DISPLAY KIT

Display Kit #: 28401 28402 28403
 Kit Order Dates: 11/23/92-1/29/93 11/23/92-1/29/93 11/23/92-1/29/93
 (From: - To:)
 Kit Components: 30 Deal Shipper 30 Deal Shipper 200 ctn Disp POS
 Large Poster Large Poster 2 Semi-perm Hdrs
 2 Dangles 2 Dangles Large Poster
 30 Coupons 60 Coupons 200 Coupons ? *dent*
 (All items packed w/ display)

Display Kit Dimensions

Length: 29" 41 1/2" 33 3/4"
 Width: 46" 46" 9 1/2"
 Height: 4 1/2" 4 1/2" 1 1/2"

Assembled Display

Height: 60" 60 1/2" 71 1/8"
 Width: 21 1/4" 26" 36 1/8"
 Depth: 10" 10" 11 3/4"

Kit POS #: 57014 67015 67016
 (For Field MIDAS Allocation only)

POS Materials

available in Field: 12/7 12/7 12/7

Product

Order Period:

Product

Delivery Dates:

Deals/Display: 30 60 N/A
 # Deals/Back Up: 0 0 0
 # Product Ctns: 30 60 200

Display/POS

UPC Code

Contact PMExpress (1-800-444-4455) for ordering / delivery information.

PAYMENT / PLACEMENT REPORTING

Display/Item	Payment To (Retailer/Distributor)	Promo Code	Payment
30 Ctn Shipper <i>Display</i>	Retailer	284A	\$15
60 Ctn Shipper <i>Display</i>	Retailer	284B	\$30
200 Ctn Shipper <i>Display</i>	Retailer	284C	\$100
Co-op Ad Allowance	Retailer	284D	25¢ per carton
Display Assembly	Distributor	821	\$9/12M case

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ALLOCATION BY REGION:

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SPECIAL COMMENTS/INSTRUCTIONS:

coupon 40
This promotion will feature a high value on-carton "multi-ply" coupon which will have a bounceback offer attached to it for a free carton with 80 pack UPC's. This program is designed for carton outlets with emphasis on supermarkets and mass merchandisers.

The multi-ply coupons will be included in the PM Express kit and will ~~not~~ have to be ordered through Midas. *(POS# 6613) not they will?*

NOTE : PM Express kits that include coupons may be shipped to a POS Depot or through a distributor for a specific retail account. The kits may not be shipped direct to retail.

There is a \$9/12M case for distributors who affix the coupon to the carton, assemble the displays and deliver the ~~shipper~~ *kit display & product* to retail. Use promo code 821 for this payment.

For retailers who will advertise the promotion, there are Cambridge Advertising Slicks available for order through Midas by UM's, NAM's and SAM's using POS # 66965.

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